

WorkSource Information Notice (WIN)

WorkSource Standards & Integration Division

☐ Policy Clarification ☐ Q&A ☒ Other

Number: WIN - 0025
Date: September 14, 2012
Expiration Date: N/A

TO: Workforce Development System Partners

FROM: Amy L. Smith, Deputy Assistant Commissioner

SUBJECT: American Job Center (AJC) Network

Purpose:

To provide the WorkSource System with an update on the Employment Security Department's (ESD's) response to TEGl 36-11 regarding the American Job Center (AJC) identity.

Action Required:

Workforce Development Councils (WDCs) and their contractors, as well as Employment Security Area Directors, must distribute this guidance broadly throughout the system to ensure that WorkSource System staff are familiar with its content and requirements.

Content:

The U.S. Department of Labor (USDOL) is asking states to incorporate the AJC identity into the nationwide one-stop system. At this point, it is just a "strong request" – but ESD believes it may become a requirement in the future if USDOL is able to secure funding to help with implementation.

In an ideal world, the AJC identity would have been incorporated nationwide back when the one-stop system was first established. However, by now ESD and WorkSource System partners have invested a lot of time, money and effort in establishing and promoting the WorkSource identity in our state.

Fortunately, the federal guidance allows for a co-branded system, and USDOL is being flexible (for now) about how far WorkSource partners are required to go in implementing the AJC identity. For example, adding a tagline that identifies WorkSource as "A partner of the American Job Center network" will suffice for now.

ESD proposes the following approach for the WorkSource System:

1. Unless required by USDOL, ESD will not propose to replace the WorkSource identity with the AJC identity.

AJC Tagline Example – Attachment A

2. ESD will add the AJC tagline to printed materials as materials are revised and/or reprinted. ESD will also place it on resource-room desktops and WorkSource websites. (See the attached .pdf as an example of what this would look like on a printed product.)

NOTE: The federal guidance calls for giving the AJC identifier treatment “equal” to the WorkSource identifier, but isn’t clear about what that means. From a graphics-design and practical perspective, making the tagline copy the same size as the WorkSource logo would be overwhelming and would take up a lot of room on materials that are already pretty tight for space. Therefore, ESD proposes to keep the tagline proportional to the WorkSource identifier, so that it fits neatly beneath the WorkSource logo. From a message perspective, it ties them together better, and it’s aesthetically more pleasing.

3. (If the budget allows) ESD will produce clear window stickers to place on/near the doors of WorkSource centers to identify them as members of the AJC network. This strategy would serve as an alternative to the considerable expense of replacing signs.
4. If USDOL eventually offers money to replace building signs, ESD will engage partners to discuss as a system whether and how to pursue this option.
5. In news releases about WorkSource, ESD will mention that WorkSource is a partner of the AJC network. ESD will also include it in unemployment-insurance materials that talk about WorkSource services.

References:

[TEGL 36-11: Announcement of American Job Center Network](#)

Website:

http://www.wa.gov/esd/1stop/policies/state_guidance.htm

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Attachments:

[Attachment A: AJC Tagline Example](#)

AJC Tagline Example – Attachment A



WORKSource

A partner of the **americanjobcenter** network